ITDP INDIA | Smart City | Ministry of Housing and Urban Affairs, Government of India | FIT INDIA | स्वच्छ भारत एक कदम स्वच्छता की ओर

INDIA CYCLES 4 CHANGE CHALLENGE

Streets 4 People CHALLENGE

Healthy Streets - Capacity Development Workshop 02

Building support for walking and cycling

Building support for walking & cycling

The power of campaigns to transform cities

Over the past 2 years, 60+ cities have rolled out 500+ campaigns across the nation!

To bring pedestrians and cyclists on the streets...

2

To empower women!

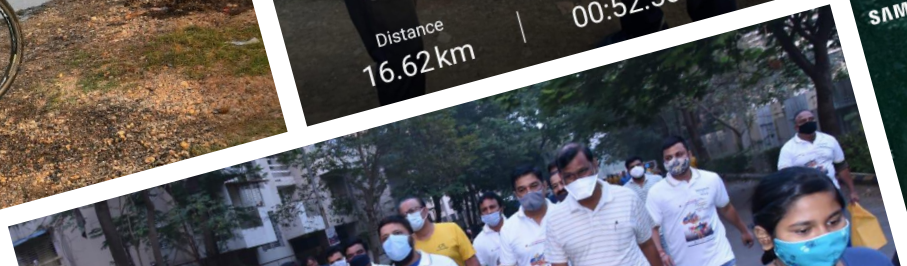
FREEDOM 2 WALK & CYCLE

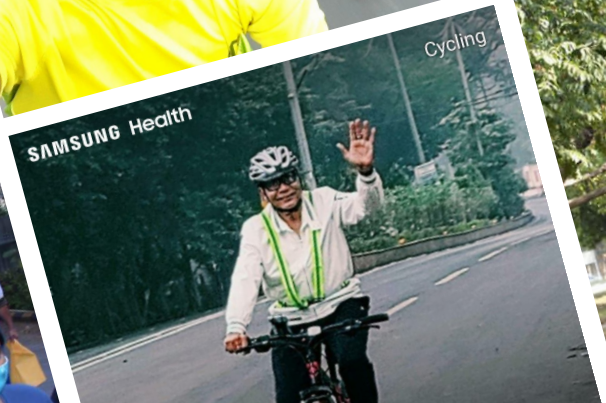
3

To make cycling and walking fun for children!

4

Leaders also got involved to set the right examples!





Open streets campaigns!

Cycle2Work campaign!

Open streets campaigns!

Cycle2Work campaign!

450+ Open street campaigns rolled out since 2020!

Open streets campaigns!

Cycle2Work campaign!

So, what is the Cycle2Work campaign?

Through repeated positive experience, cycling to work ingrains a habit among people.

The campaign nudges individuals to shift from their cars, motorbikes, taxis, and cycle to their workplace instead—hence building health, while benefiting the planet!

What are the benefits of Cycle2Work?

For society and the city

Lower congestion

Cycles occupy less space on the road

Carbon offsets

Helps reduce carbon footprint

Better air quality

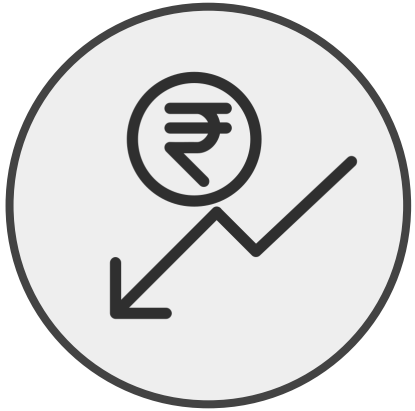
Cycling is a zero emission mode of commute

Vibrant, healthy communities

The more people cycle, the more vibrant and healthy the city becomes

What are the benefits of Cycle2Work?

For individuals



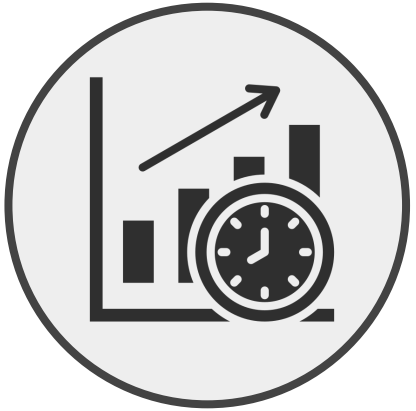
Save money

Cycling is one of the most affordable of all modes

Better health

Helps boosts physical & mental well being

For organisations



Better productivity

Individuals who cycle are more efficient & energized

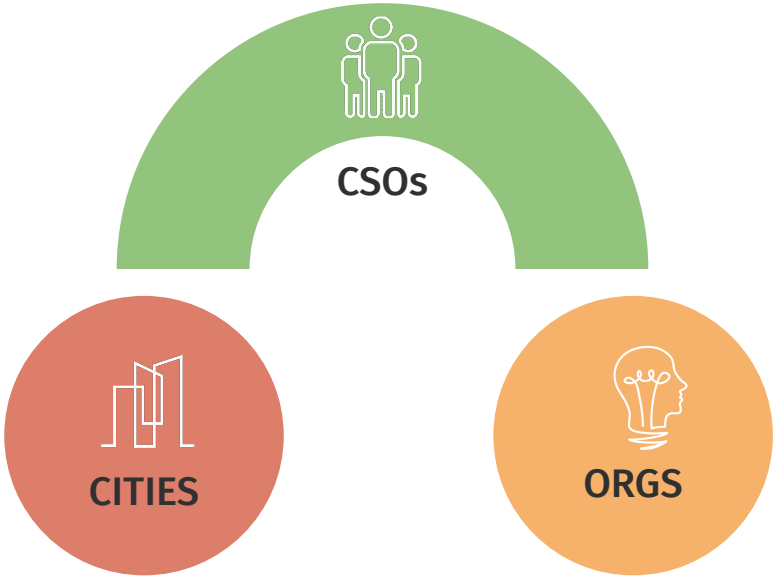
Who are the key players of the campaign?

CITIES: The city **anchors and leads the campaign**

ORGANISATIONS: Organisations **participate in the campaign and encourage their team to cycle2work**

PARTNER CSO(s): They keep the momentum going, they manage, monitor and promote the campaign

The city can also play this role, if they have the bandwidth to do so.

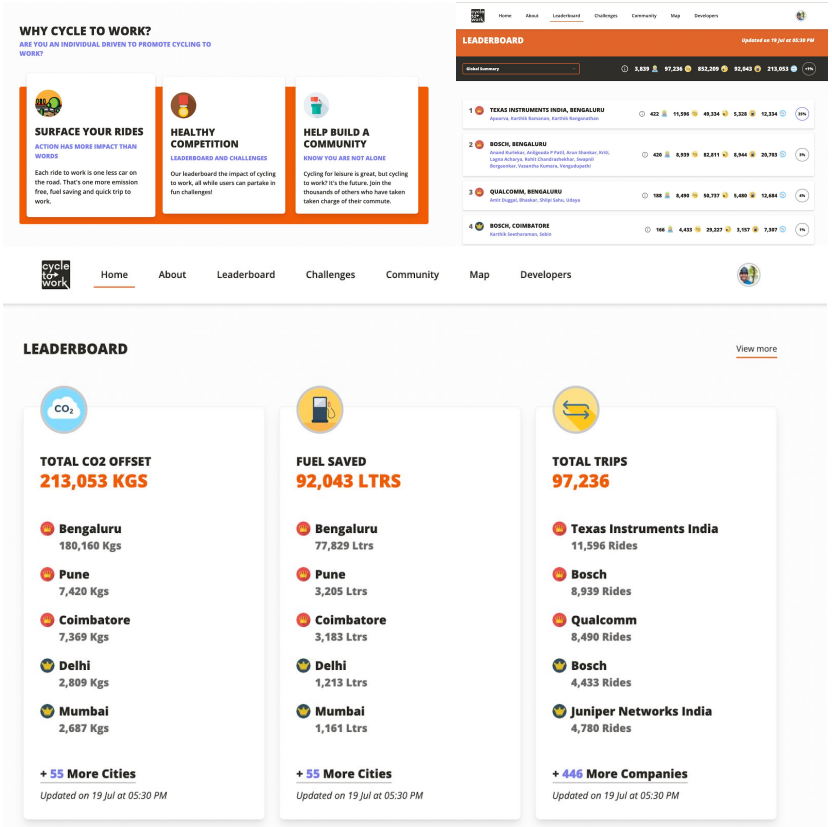


How is the campaign monitored?

The campaign can be monitored on the **Cycleto.work platform** where individuals register through their organisations.

Once connected, the platform does the rest!

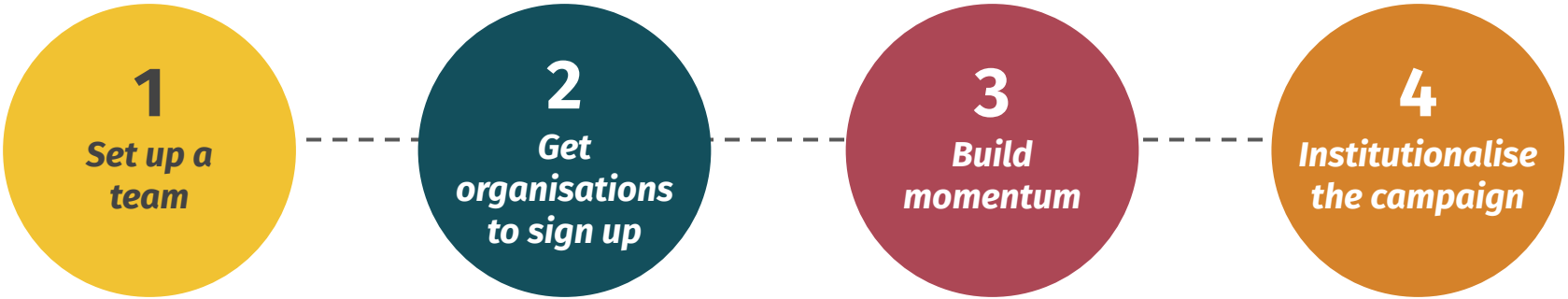
Km travelled, fuel costs saved and carbon emission offsets are monitored on the platform.



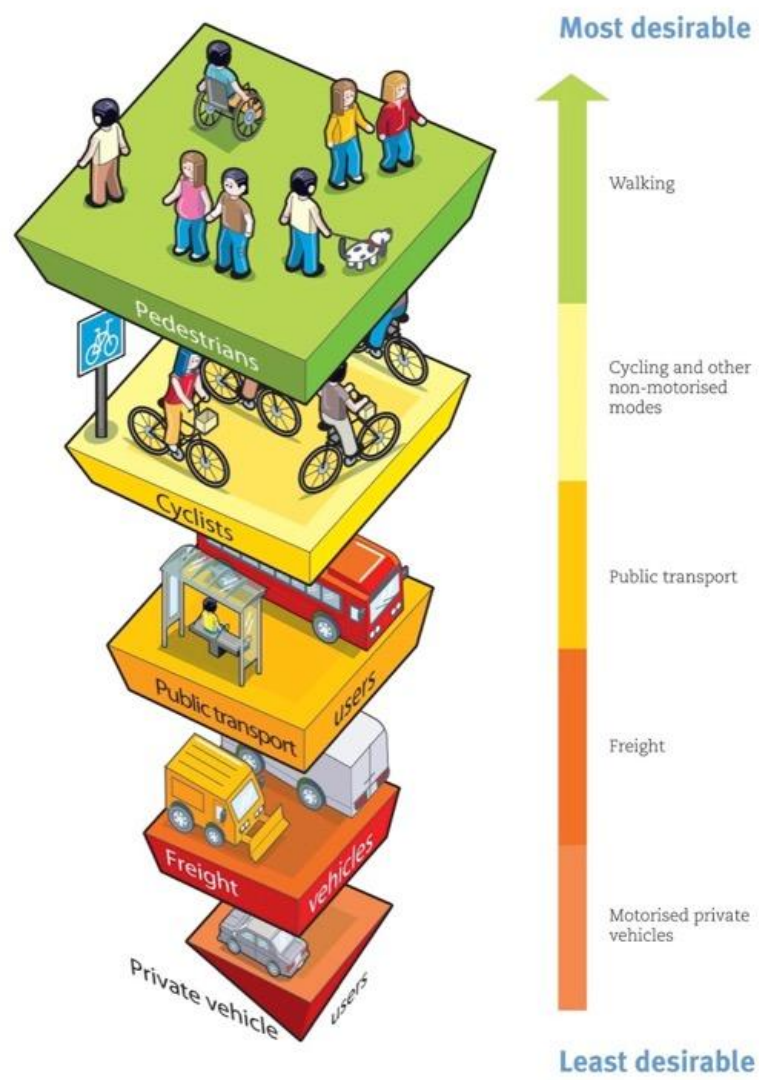
Source: Cycleto.work Platform by UrbanMorph

19 cities have initiated the Cycle2Work campaign!

There are 4 key steps to rolling out the Cycle2Work campaign:



Thank you and I hope this has inspired you to be a catalyst of change.

Presentation by Aangi Shah

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